

**COMMUNITY IDENTITY
ELEMENT
CITY OF LA HABRA**

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PART 3

COMMUNITY IDENTITY

Background Data, Analysis & Policy Direction

I. INTRODUCTION

La Habra is one of the more than 100 cities which constitute the large metropolitan area which makes up Southern California. These cities all share contiguous borders and to the casual observer or visitor from other places appear to be one large city. To most of the world this is "Los Angeles".

As Orange County formulated, communities were originally buffered from each other by large undeveloped areas of agricultural land. In time, some cities developed and enhanced unique features which distinguished them from the rest, these include: physical features, unique architectural themes, historical buildings, landscaping themes, community/cultural facilities, etc. As the population increased causing urbanization of the suburbs, the cities have developed closer together resulting in some of these features becoming less distinct, and in some places, disappearing altogether.

Starting with the decade of 1990's, environmental regionalism has and will continue to influence the slow degeneration of cityhoods as common interrelationships are heightened. Inter-jurisdictional dependencies on transportation systems, waste management, air quality, housing and storm water drainage are only a few of many other environmental issues that erode the independence of a City.

The City of La Habra is bordered by the five cities of La Habra Heights, Whittier, La Mirada, Fullerton and Brea. A commonality of place and street names has contributed to the invisibility of the City's borders. For example, the City of "La Habra Heights" is contiguous to the City and "Whittier Boulevard" transverses the City, confusing La Habra with La Habra Heights and Whittier, respectively. Imperial Highway, Beach Boulevard, Harbor Boulevard, Lambert Road and Euclid Street also transverse through La Habra and neighboring cities making no distinction of one city from another. In addition, urban development which has occurred at the City's borders is in most cases consistent to similar land use type of development in adjacent cities, creating a continuous flow of urbanization.

One feature, however, has historically identified La Habra and that is its physical location in the "La Habra Valley" between the Puente Hills to the north and the Coyote Hills to the south. This has now become less distinct with the growth of La Habra and adjacent cities. The hills to the north and south have been largely developed as well as the "flat" land to the east and west.

The Community Identity Element is being created, in two parts. First, to identify ways to encourage changes and improvements in the City's infrastructure which will help to delineate the differences between La Habra and our neighbors while at the same time enhancing our aesthetic image and pride as a clean, well maintained community.

The second goal of this element is to enhance and encourage the social image and theme which distinguishes the City. The City Council took the initial step to this process, when in 1991, adopted the City's new motto: "La Habra, a Caring Community".

A. State Guidelines and Requirements

Besides the required General Plan Elements as listed in Government Code Section 65302, local governments may adopt "any other elements or address any other subjects which relate to the physical development of the county or city". Once adopted, an optional element carries the same force and effect as mandatory ones. This includes consistency of proposed zoning, subdivisions, public works, and specified plans. The optional element must also be internally consistent with the other elements of the plan.

B. Relationship to other General Plan Components

Land Use / Circulation - The orderly development and/or redevelopment of the City's land uses and circulation system as with the goals, policies & programs of the Community Development section of the La Habra General Plan 2020 have a direct bearing on the identity of the City. The adopted land use plan calls for the continuation of La Habra as a primarily residential community with enough commercial and industrial areas to support local economy and infrastructure.

Economic - The enhancement of the City's identity will tie directly into the stated goal of the economic development portion of the general plan by helping to create an environment that will be attractive to new business development within the City.

Open Space - The thrust of the open space and conservation components of the general plan is to conserve and enhance the City's open space resources, such as parks. The enhancement and maintenance of these open space areas will have a correlation to how citizens of the community feel about and identify with their community.

II. EXISTING CONDITIONS

As with all undertakings there are opportunities and constraints which determine the parameters of what can be accomplished. This section of the Element identifies the opportunities and constraints associated with enhancing the City's image and identity. This section addresses the aesthetics and economic progress accomplished by both the private/public sectors within the past decade. It also identifies a variety of City programs which have been in place and consequently contributed to the spirit of the City's motto, "La Habra, a Caring Community".

A. OPPORTUNITIES

1. Community Aesthetics:

Though the community is considered built out, there has been significant improvement to the infrastructure and urban development of the City. Continued encouragement for aesthetic development and related amenities should be continued such as increasing emphasis on landscaping, architectural excellence and the development of an identifiable theme.

La Habra Boulevard Specific Plan:

The La Habra Boulevard Specific Plan has also proven to be a good long term planning tool that lends to the improvement of the City's identity. The Plan adopted a series of architectural standards and guidelines for development along the Boulevard, establishing a Mission Style Spanish Architectural theme. The ultimate development of this area will create a cohesive aesthetic "identity" in the heart of the City.

Boulevard of the Bells:

The City has also established the "Boulevard of the Bells" in conjunction with the La Habra Old Settlers Historical Society. This program consists of the placement of Mission Bell along La Habra Boulevard as a reminder of historical significance when La Habra was along the route of "The El Camino Real". Continuation of this program and more public education regarding the history of La Habra will also encourage citizens of the community to identify with and feel part of the community.

2. Social Image

The City's most valuable asset in developing the foundation for City policies and priorities has been the voice of the community at large. Through the community, priorities evolve and programs are implemented to respond to these desires and needs. Historically, the emphasis of concern and celebration in this community has been placed on the concept of "families" and especially on its children and youth. La Habra being a low density residential community, has a history of programs and celebrations which are intended to heighten the social and economic development of the families in the City. With programs that excite the energies of curiosity and self identity and esteem, La Habra's future generations will be better prepared to support the public welfare of the community. Two prime examples of this theme are demonstrated by the development and operation of the La Habra Children's Museum and the La Habra Child Development Programs.

Children's Museum:

Among the myriad community services offered by the City is one that is unique to La Habra and which has a service area of Orange, Los Angeles, San Bernardino, and Riverside Counties. This is the La Habra Children's Museum. This genuine resource provides the City an opportunity to "showcase" its dedication to the community and its children. The continued support of the Museum presents a positive image of the community of La Habra.

Child Development Programs:

First of its kind, La Habra in 1974 caused the creation and operation of low cost child care. This initial effort served approximately 23 community children and has since grown to serve over 400 children from infant to fourteen years of age. Ultimately, it would be a goal to serve 800 of La Habra's youth through these programs. These child development programs not only give the children of La Habra the edge to better education and development, but also allows parents the opportunity to work, or in many cases to improve current skills for better job and social and economic stability.

La Habra Community Theater

The theater provides an opportunity for La Habra's citizens to learn and develop a good theatrical experience and the opportunity to participate in theatrical productions.

Dare Program:

The City started this anti-drug program in 1986, which centered on communicating positive alternatives to youth and their families. Taught in the City's elementary schools, the program's intent is to educate the children from future pressures and direct them to more positive roles in society and in the community.

B. CONSTRAINTS

There are two major constraints in creating and effecting additional programs to achieve the highest level of aesthetic identity and improvement of the community image. These two constraints are the built-out condition of the City and the minimizing of discretionary and flexible funding.

Built-out Constraints:

The City has matured rapidly since its incorporation in 1925. The City is considered built-out, with less than 10 acres of land available for new development. This condition prohibits the implementation of long term master plans implemented by planned communities which have incorporated many visual/aesthetic amenities that provided a preferred identity. Such planned communities depend on the mass vacant areas that have the potential for immediate development. All areas of La Habra, with the exception of Chevron Hills (Coyote Hills West), are developed and significant recycling or redevelopment probably will not occur within the next 30 years.

Economic Constraints

There are a number of other programs which the City could establish in an effort to create ultimate identities such as street median planting, placement of street furniture, bus shelters, the placing of all utility lines underground or providing more innovative programs for the youth. The major constraint to these programs is the continued minimizing of the City's discretionary funds by county, state, and federal mandates that would otherwise be available to pursue improvements in the City. Any program to make public and social improvements must also be accompanied by a program to generate the funds necessary for their establishment and long term maintenance.

C. COMMUNITY AESTHETICS

The City has continually adopted a number of ordinances which regulate development within the City. These ordinances establish minimum standard for all new structures as well as applied by the expansion and/or rehabilitation of existing structures. These standards not only assure safety and orderly development, but are also intended to provide an aesthetic appearance by incorporating architectural design, sign standards, and landscaping standards. In addition, redevelopment areas have been established throughout the City to upgrade and/or replace outdated and obsolete structures and revitalize economic areas. In addition, there has been public improvement, such as the placement of utility wires underground, including along La Habra Boulevard.

The implementation of these regulations and public improvement programs, over a period of the past decade, has resulted in a gradual but significant improvement in the overall aesthetic appearance of the City. This type of community improvement will only continue in the future as other older structures are upgraded. It is also anticipated that new programs and regulations, such as the proposed "Draft Sign Code" will be implemented to further enhance the existing programs.

Within the past decade, there has been a surge of commercial construction and rehabilitation as evident by new commercial centers throughout the City. Some of these improvements are demonstrated in the following areas:

1. Commercial Development:

Imperial Highway:

Imperial Highway which is a state highway, has been subject to major improvements concentrated on both borders of the City, Beach Boulevard and Harbor Boulevard. Much of the new development can be attributed to an aggressive Delta One Redevelopment Project Area. Major new development that has occurred west of Harbor Boulevard includes the Harbor Imperial Commercial Center, the Target Store, Howard's Appliances, Grossman's Lumber and the Imperial Auto Center. All these new developments have replaced dilapidated structures and vacant sites, providing new construction, major street landscaping buffers and economic viability.

To the east of Beach Boulevard along the Imperial Highway the area which is designated as Community Shopping Center by the General Plan, is developed with the Town and Country Commercial Center and the La Habra Market Place Shopping Center. This area has the current potential to further improve with two other major commercial developments east and west of Idaho Street on Imperial as well as a new commercial center west of Beach Boulevard. This area of new development and potential new development will provide an architectural Spanish theme, and a substantial landscaped scene to beautify one of the major gateways to the City.

Additionally, the Orange County Flood Control Channel which transverses Imperial Highway approximately three-fourths of a mile, will be improved to include a landscaping buffer along the highway. Another major improvement just north of Imperial Highway on Beach Boulevard is the development of Friendly Hills Regional Medical Center, replacing an abandoned car dealership. The medical center has master plans for expansion, growing to be one of the major medical providers in the state and an asset to the community.

La Habra Boulevard:

One of the City's newest innovative tools to planning was the development and implementation of the La Habra Boulevard Specific Plan. Taking full opportunity of new state legislation, the Specific Plan developed by the City, local business and residents created a master plan for the entire length of this downtown mainstream to provide architectural consistency, landscape theme, public improvement and flexible land use designations all with the purpose to improve economic viability and increase aesthetic appeal. The La Habra Boulevard Specific Plan is a long term plan, improving areas by attrition and redevelopment. However, within the past decade, much improvement has occurred, perhaps subtle at first, but by comparison the improvement has been significant:

Public improvement along the Boulevard includes street widening and left turn pockets which have improved the traffic flow of this busy downtown street. All electrical lines were placed underground along the full length of the Boulevard. New mission bell street lights now adorn the public right of way coupled with the landscape theme of palm trees which significantly beautify the center of downtown especially at the entrance at the Civic Center.

New construction and rehabilitation of structures subject to the Specific Plan have been numerous and originally include:

- Grand Prix Auto Repair
- Arco and Mobil Service Stations
- Blockbuster Video commercial building
- Rehab. of part of the Burch Ford auto dealership

- Park Regency Care Center
- Park Regency Senior Hotel
- Gersfeld Engineering Office Building
- O'Hanesian Apartments (across from OLG)
- North Orange County Physical Therapy Office
- Taquieros de Anza fast food Restaurant

New development which occurred in redevelopment project areas:

- Town and Country Commercial Office
- La Habra/Harbor Commercial Center
- Casa El Centro Senior Apartments
- Smoke Tree Apartments
- Potential Affordable Housing Complex by NHS
- Landmark Plaza Commercial Building
- La Habra Branch Library Expansion

Commercial rehabilitation prior to the Specific Plan:

- La Habra Circle Commercial Center
- La Habra Square Commercial Center
- La Habra Gateway Commercial Center

The latter three rehabilitated commercial centers and the new Spanish designed Mobile station have created an aesthetic focus and added landscaping along this intersection of La Habra Boulevard and Beach Boulevard, the western gateway to the heart of the City.

Lambert Road:

Two major areas of new development have occurred on Lambert Road within the past ten years. These areas have added both aesthetic improvements and economic viability to this centrally located Road. Along the southeast

corner of Walnut Street and Lambert Road are three separate developments, Stone Harbor Condominiums, the Walnut neighborhood commercial center and the Dickson apartment complex. Though constructed at different times by different owners, encouragement from the City and a cooperative effort by the owners resulted in a corner of the City developed with a consistent architectural Cape Cod style. This corner presents an attractive addition to the City with its blue/grey colors highlighted by the white bands of wood siding that are typical of the architectural style, but unique in the City.

The second area of development on Lambert Road was the major industrial development of Dickenson Home Improvement Center within the Redevelopment Project Area, and across from it is the Lincoln Properties commercial/industrial center. Both projects replaced underutilized sites and upgraded them to viable uses.

Whittier Boulevard:

Whittier Boulevard, another gateway to the City, experienced major aesthetic improvement at the intersection at Harbor Boulevard. This intersection was the site for the dedication of "Constitution Plaza", in commemoration of the 200th anniversary of the United States Constitution. The site is decorated with a plaza area and an abundance of landscaping. This intersection is also significantly improved with the redesign of the street for safer traffic flow and additional landscaping areas. This intersection within the past decade has been an area of active construction resulting in:

- A new commercial office building (Chuck Stevens Realty)
- Rehabilitation of the old Heritage Square Antique Mall into an office building for American Stores Credit Union.
- Apartments
- Condominiums
- Senior Condominiums
- A senior hotel
- The rehabilitation of the Albertson's commercial center.

All these newer developments have provided not only new construction, but additional landscaping areas along this major street. Other major new developments along Whittier Boulevard originally included:

- The Sears Western Credit Union.
- The La Habra Meadows Senior Hotel.
- Midas Muffler, McDonald's upgrade.
- Landmark Bank.
- Sharar's Commercial center.
- And two Auto repair centers.

Once again, these newer developments replaced abandoned or underutilized uses, now upgraded with improved appearances and with a substantial increase of newly landscaped areas further beautifying this Boulevard.

2. Industrial Development

The last few years have also seen major improvement in the appearance of La Habra's industrial areas. On Cypress Street near Fourth Street, there has been the development of the La Habra Business Park through the Beta Three Redevelopment Project Area. This redevelopment of an old school site has provided the City with a clean and attractive collection of industrial buildings. This planned community of industrial buildings share a consistent architectural and landscaping style and is a contemporary concept reflecting a positive progressive image of the City. This redevelopment of an old school site has provided the City with a clean and attractive collection of industrial buildings. This planned community of industrial buildings share a consistent architectural and landscaping style and is a contemporary concept reflecting a positive progressive image of the City. The development of this project also encouraged other property owners in the area to upgrade their properties which led to the development of the construction projects which further modernized the appearance of this area. These included originally :

Atlas Door

The Roland Hay building at the corner of 4th and Cypress.

A new industrial building across the street from La Habra Cabinet.

Also, the area along the south side of Second Avenue has been in transition from substandard dilapidated housing to new industrial buildings with the required landscaping along the street.

3. Residential Development

In addition to commercial development within the City, there has also been an upgrading of the residential areas of the City. The area bounded by Electric Avenue, Euclid Street, Lambert Road, and Walnut Street have been improved and upgraded from an area of older deteriorated single family dwellings to a multifamily area with contemporary upscale condominium projects and apartments. The strict architectural review and design standards have given this area a major improvement. Also, with the support and help of the City and the Neighborhood Housing Service, a number of City residents have been able to upgrade and improve their homes. This has not only benefited the individuals, but also their neighborhoods and the City as a whole. These improvements over past conditions can be easily seen in the "Alta Vista" and "El Campo" neighborhoods.

New tract single family homes have been scarce as space available in the City for development has been near nil. The newest tract of homes was developed by Chevron U.S.A. west of Beach Boulevard. This tract totals 30 detached single family homes sold to higher income households. A second opportunity for higher income households may occur with the development of the Chevron Hills/Coyote West Hills, currently unimproved with abandoned and active oil wells.

D. SOCIAL THEME/IMAGE

The City has historically established a number of programs which provided services to various groups of residents within the City. Additionally, the City supports the activities of various private organizations which provide valuable services to the families of this community. All of these programs and services individually and collectively create an image of La Habra as a place where people care about each other. How appropriate, when in a City sponsored contest, a new City motto was chosen that reflects this image: "La Habra, A Caring Community".

There are programs which serve all segments of society including: Youth, Families, and Seniors. Many members of the community take great pride, as well they should, in these programs, especially in the number and variety of programs for the youth of our City.

The City has also initiated successfully, numerous programs which have been instrumental in the educational development and in providing positive alternatives to gang involvement and drug use. These programs have also benefited the mental, physical and psychological growth of the youth in our City. The community's commitment to youth programs helps create a solid foundation and offers positive alternatives for those growing up in our challenging society. Many youths will benefit from more than one of the programs offered in the City, each targeting specialized functions, activities or groups.

These programs and services include:

The Children's Museum at La Habra:

Located in a restored 1923 railroad station, La Habra opened California's first and original Children's Museum. Since then, the museum has expanded to a facility of 12,000 square feet and serves over 120,000 children a year. The Children's Museum provides an entertaining and education facility for children of all ages with programs and exhibits that are designed to challenge young minds to explore and discover the world and themselves. The museum provides educational programs which involves the sciences, history, arts and humanities. Other programs involve the children's participation and includes workshops and performances which lead to self discovery. Exhibits include the Nature Walk, the Bee Observatory, the Model Train Village, Carousel Room, the Science Station, Theater exhibit, and preschool exhibit, while other exhibits are changed at least four times a year to provide enjoyment and interest at a child's level.

"The purpose is to provide community - supported facilities and programs that offer young children opportunities to understand their complex world through touching, exploring, manipulating, and experimenting with Museum objects and materials. The Museum operates on the premise that children's learning is best facilitated by a hands on approach that allows them to actively participate in the educational process."

Child Development Programs:

In 1974, the City implemented an original concept, to provide quality child care for the families in the community. The City began its commitment to provide child care with its initial funding through the State Department of Education. This was not only La Habra's introduction to child care, but it was the first City in California to be funded for direct child care programs. In 1976, the City initiated programs for a "Family Day Care Network" through the Alternative Child Care Act Funding. The City now provides licensed family day homes for the care of infants and toddlers. The City also provides before and after school care through funding by SB 303. In 1988, the City, once again a in the child care field, became the second City in California to operate Head Start Services for the residents of La Habra.

The City's commitment has grown since 1974, and now offers a full and comprehensive Child Care Program. The Child Development Services are available to low and moderate income families that meet guidelines established by the funding agency. The Child Development Centers now offer a full scope of services for children six weeks to fourteen years of age. The concept of the Child Development Centers does not end with providing

quality child care. It also offers a comprehensive program to those families served. A variety of services are made available to the families, including social service and health referrals, nutrition services, parent education and parent involvement in the programs.

The City continues its commitment to provide quality services to children and families. In June, 1989, the City dedicated a facility which provides services to school-age children, and in 1990, a facility to serve Head Start children was completed. Child Development Programs are 100% grant and fee funded.

Youth Services Bureau:

The City of La Habra Police Department has instituted programs for youth utilizing non-threatening projects that are designed to provide education, information and alternatives to drugs, gang activities and crime. These programs are operated through the Youth Services Bureau. The Bureau became operational in 1975 and operates and supervises an umbrella group from each of the schools, probation and other community groups which bring various resources to bear on the problems of individual young people, with a focus on treating the gang and drug problems.

Dare Program:

The Dare Program in this City started in 1986, and provides education and community programs that offer positive alternatives to troubled teens and their families. The Program focuses on educational and self-esteem activities that provide a solid foundation for future development and provide comprehensive services for the entire family. The program is taught in every public elementary school in the City and several in neighboring Whittier. Beginning in 1990, the largest private elementary school in the community was added to the program.

The School Resource Officer Program:

The Program was initiated in 1991 and puts highly trained and motivated police officers in close contact with each of the intermediate and high schools in the community. Each of these officers is an anti-gang specialist. The Department employs education and information as a deterrent in the battle against crime, gangs and drugs.

The City also operates other programs which enhance the City's image as a caring community. These programs provide a wide range of services for individuals, families and seniors.

Police Chaplain Program:

The La Habra Police Department has implemented a program in which Priests from local churches work with the officers, as volunteer Chaplains. There are 20-30 individuals currently participating in the program. They work on a rotating basis with one "on-call" each day. They also occasionally ride along with the officers. The Chaplains assist the Police by providing counseling and aid in a number of domestic situations. The situations include: Crisis intervention, assisting victims of crime or domestic violence, providing comfort and support to family members who may be in need, and many other services which benefit the citizens of La Habra.

Employment And Training Programs:

In 1974 the City undertook the administration of employment and training programs for a "consortium" of Orange County cities that came to be known as the Northwest Group. In effect, La Habra, with a population of under 50,000 residents, provided employment and training services, representing a population of approximately 450,000. Thus began a long partnership with other cities and the County to provide job training and services to the economically disadvantaged, laid-off, handicapped and older workers. As one of the largest youth programs in the County, La Habra targeted the high-risk population of teens between the ages of 14 and 21, who, for numerous reasons, might otherwise drop out of school.

The Northwest Group staff provides several activities, including outreach, recruitment, intensive job counseling, resum'e preparation, work experience, assessment testing, and referrals for job placement. The programs are totally grant funded and La Habra continues to operate as a subcontractor of the County of Orange.

Education and Recreation Programs:

The City's Community Services Department provides a large portion of classes for the youth in the community. Publicized in each of the quarterly newsletters, and on local cable T.V., the classes provide learning experiences for infants to seniors. They include instruction in areas such as dance, music, baton, bowling, gymnastics, foreign languages, gift workshops, reading readiness, tumbling and other academic enrichment activities. The classes are offered for a nominal fee and vary with the seasons.

The City also has available numerous recreational facilities for soccer, Little League, girl's softball, Pop Warner football and youth basketball. Area parks and recreation facilities are provided and maintained by the City. Playground equipment and sports fields are available at most parks. Restroom facilities and grills are maintained for the convenience of local residents. The Pepsi Playpark was opened at La Bonita Park on May 30, 1991 as part of Pepsi Cola West's crusade to install parks throughout Southern California. The La Bonita Park features exciting and adventurous equipment for the children of La Habra.

Tennis Center

In 1976 the City entered into a private / public partnership to develop a public tennis facility which includes 12 lighted courts, shower and locker room, and a proshop. The facility offers a recreational experience for youths to older adults.

Senior Services:

The City provides a full range of services for its senior population. These range from recreational, social, educational and physical needs. As a new addition to the services available for residents of La Habra, and in addition to the many health services provided for senior citizens, La Habra now hosts the St. Jude Mobile Health Unit weekly at El Centro Park. The unit provides needed medical care, treatment and referrals to low income families and children free of charge. Other programs include Meals on Wheels, Community outreach, eldercare, and telecare. Additionally, there are programs which are in place within the City which are privately operated, but which receive some of their support from the City.

HBIC/HELP for Brain Injured Children:

HBIC was founded in 1967 and is now a non-profit California corporation that serves neurologically impaired children and young adults. HBIC provides programs to help clients reach their own individual maximum level of physical and mental capability. The Day Center is located at 981 N. Euclid Avenue and houses offices, a school, specialized therapeutic equipment and treatment facilities. Formerly a private residence, the City of La Habra rented the structure to HBIC in 1975 for \$1.00 a year.

Other facilities and programs include: Medical Diagnostic clinics, held three times a year to diagnose specific neurological problems, prescribe treatment and rehabilitation and assess currently prescribed treatment programs: The Neurological Rehabilitation Program, designed to improve mobility, motor development, sensory competence and academic achievement: The Clea Harder Developmental School offers alternative education programs for students ages 3 through 22 with handicaps who may benefit through a controlled, educational environment.

Boys and Girls Clubs of La Habra:

The Boys and Girls Club of La Habra is a non-profit organization that provides a building facility, professional staff, a fun environment and programs to assist youth in developing self-esteem, values and skills. The Clubs serve youth from 7-18 years and provide programs in sub-core areas of personal development, citizenship and leadership, health and physical education, cultural enrichment, social recreation and outdoor and environmental education. The Center offers a full array of activities designed to attract youth into entertaining, educational and constructive activities. The Club boasts that they provide "something for everybody", including activities such as: Boys and Girls of the Year, Keystone, Field Trips, Teen Center, Weight Room, Jazz Class, Computer Instruction, Snack Bar, Gym facilities, Torch Club, Fine Arts, Boxing Club, Honor Dollar, Cooking instruction, Movie day, Game room and RIF. The staff is available to help the community and has served the youth of La Habra for thirty-three years.

The Gary Center:

The Center is a private, non-profit family service center dedicated to helping people help themselves. The Center was founded in 1971 as a drop-in center for families. Youth and adults are assisted in areas of domestic violence and sex-offender counseling, treatment and prevention of child abuse, class instruction and in-home education to high risk families.

Other programs available through the Gary Center are: Dental services for low-income children and families provided by qualified, licensed dental staff who provide treatment for an average of 3,000 people per year; Family services and mental health are provided as a multi-cultural approach to the treatment of child abuse. The Child Abuse Treatment and Prevention Program seeks to improve parental functioning through demonstration and teaching. Mental health activities assist those who are victims of separation, depression and anxiety by providing counseling: Social services, housing and community development are also included in activities to provide community assistance for local residents in need.

E. SUMMARY

This Element demonstrates the historical commitment of the City to its community members. Initiator of innovative programs and services, the City warrants the credit of being foresighted in meeting the needs and desires of the community. As a result, the City has also gained experience through the years which has resulted in programs that are streamlined, cost-effective and yet responsive to the needs of the community. Few, if any, cities have undertaken such an active role in the welfare of the family and especially in its youth population and consequently its future adult generation. It is hoped that many of the pressures encountered by today's youth will be alleviated through the availability of comprehensive services offered through the City and other local agencies in the community. Programs that focus on building educational levels and self-esteem activities and provide a solid foundation for future development should be encouraged. The City will strive to continue to provide these existing programs and to add new programs and services that will encourage the economic and social upgrading of future generations of the community. The City's record in effecting these programs supports the community image of a City that cares, especially for its youth.

The community aesthetics can best be improved as new construction and major rehabilitation occurs in compliance with current development standards. Current development standards additionally provide for community aesthetics such as on site landscaping. As much of the success for community aesthetics and economic viability has resulted from an aggressive redevelopment program, future improvements will have to rely on the private sector as properties recycle. The City can still contribute to the aesthetics of the City with community preservation efforts by code enforcement, property maintenance enforcement and the establishment of visual themes throughout the City.

III. GOALS, POLICIES, & PROGRAMS

Goal 1: Community Aesthetics/Beautification

It is the goal of the City to pursue and encourage the visual enhancement of the community in order to present an image of La Habra as a desirable place to live, work and shop.

Policy 1.A:

It shall be the policy of the City to establish and maintain a street tree planting and landscaping plan for both the public right-of-way and front setback areas along all the major commercial and industrial streets throughout the City.

Programs:

- A.1. Modify the Landscaping requirements in the Zoning Code to include the placement of specific varieties of trees within the front landscape area which are consistent with an overall city tree planting plan.

Policy B.1:

It shall be the policy of the City to establish entry treatments at the major entrance points to the City.

Programs:

- B.1. Establish a design criteria that identifies major entry points of the City which may include either/or a combination of consistent City signs, architectural style and landscaping theme that beautifies the entry as a gateway to the City.

Policy C.1:

It shall be the policy of the City to encourage the maintenance/upgrading of the City's residential areas, to achieve an aesthetically desirable neighborhood.

Program:

- C.1 Continue the cooperative efforts with Neighborhood Housing Service to assist in residential maintenance and rehabilitation programs.
- C.2 Enforce all the property maintenance provisions of the La Habra Municipal Code.
- C.3 Encourage home ownership and review policies of Neighborhood Preservation.

Policy D.1:

It shall be the policy of the City to promote the appearance of the City as an attractive place to live, work, and trade by controlling and regulating the design, quality, location and maintenance of signs.

Programs:

- D.1. Adopt the draft sign code that was prepared by the City staff which is based on recommendations of the Sign Committee (a citizen's committee) which was established by the City Council.
- D.2. Actively enforce the adopted sign code provisions for the placement of all new signs and for the abatement of all nonconforming existing sign.

U.C. BERKELEY LIBRARIES



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Goal 2: Community Image

It is the goal of the City to create/provide programs and activities for the social and economic enhancement of the families of the City, especially the youth, which will help to offer a positive image for the community and present La Habra as a desirable place to live.

Policy 2.A:

It shall be the policy of the City to promote community services and education which benefit the mental, physical and psychological growth of the youth in the City.

Programs:

- A.1. Continue to support and promote the La Habra Children's Museum.
- A.2. Continue and expand the Child Development and Head Start programs.
- A.3. Continue to promote and assist the Drug Awareness Resistance Education (DARE) program within the City.
- A.4. Continue to support or find alternative resources for the School Resources Officer program.
- A.5. Assist the Help For Brain Injured Children Foundation (HBIC) by continuing to provide the facility which houses the organization.
- A.6. Encourage the continued operation of Boys and Girls Club.

Policy 2.B:

It shall be the policy of the City to promote community services, education and opportunities for the members of the community which improve the quality of life for the entire family.

- B.1 Continue the administration of the Jobs Training and Placement Act (JTPA) program.
- B.2 Continue to support the activities of the Gary Center.
- B.3 Support and provide for the continuation of the classes and programs which are offered throughout the Community Services Department.